South Central College

GCC 2110 Design & Illustration I

Common Course Outline

Course Information

Description	Students will learn planning procedures for advanced design, illustration and production principles on the board and in the use of various software. Projects may include brochure, package and logo design, variable data layouts, product photography planning, and preparing social media content. Color, preflight, output and live industry work will also be covered in this course. The advanced use of industry-used software will be essential in all assignments. (Prerequisites: GCC 1210 or GCC 1215, GCC 1220)
Total Credits	4
Total Hours	112

Types of Instruction

Instruction Type	Credits/Hours
Lecture	1/16
Lab	3/96

Pre/Corequisites

Prerequisite	GCC 1210 or GCC 1215
Prerequisite	GCC 1220

Institutional Core Competencies

Critical and Creative Thinking - Students will be able to demonstrate purposeful thinking with the goal of using a creative process for developing and building upon ideas and/or the goal of using a critical process for the analyzing and evaluating of ideas.

Cultural Competence - Students will be able to demonstrate an attitude of personal curiosity, a rising knowledge of cultures, and an evolving range of skills for living and working among others with other worldviews and ways of life.

Course Competencies

1.   **Demonstrate proper work habits.**

   Learning Objectives
   Prepare assignments in a professional manner and in line with industry standards.
   Meet project and assignment deadlines.

2.   **Interpret the laws concerning copyrights, trademarks, patents and postal regulations.**

Learning Objectives
Explain specific laws and regulations as related to design and illustrations.
Create layouts that adhere to copyright laws.
Create layouts that adhere to postal design guidelines.

3. **Demonstrate project planning procedures.**

Learning Objectives
Demonstrate the use of thumbnail sketches.
Demonstrate sketching techniques.
Demonstrate comprehensives/mock-ups.

4. **Demonstrate proper page design.**

Learning Objectives
Properly position/align text and rules of page design.
Properly position/align photographs and graphics.
Adhere to common rules of design.

5. **Demonstrate proficiency with industry-used software for design and illustration.**

Learning Objectives
Utilize page layout software.
Utilize vector software.
Utilize raster software.
Manipulate files for proper resolution and format.

6. **Explain variable data layouts.**

Learning Objectives
Create simple database files.
Prepare sketches for items that will swop out in a layout.
Create necessary files for variable data layout.

7. **Utilize digital equipment.**

Learning Objectives
Manipulate digital camera settings to produce digital files.
Upload digital files to manipulate within industry software.
Utilize scanners and scanner settings for converting analog objects to digital files.

8. **Output files to various devices.**

Learning Objectives
Utilize print settings within softwares for proper print settings and output.
Operate high-end output devices.
Maintain printing equipment for optimal performance.

9. **Explain planning procedures for photo shoot.**

Learning Objectives
Describe designers role as a photo stylist.
Prepare sketches of photo shoot goals for layout.
Evaluate comprehensives for the photo shoot.

10. **Use industry software for Preflighting.**

Learning Objectives
Use various software preflight features.
Generate report features to determine file integrity.
Perform troubleshooting procedures of problem files.

11. **Prepare folder structure and appropriate naming conventions.**

Learning Objectives
Set up and name files according to instructions.
Prepare files with functional naming conventions.

Store folders and files in various devices.

12. **Communicate project outcomes with a vendor (printer).**

Learning Objectives
Demonstrate knowledge of preparing files for service bureaus outputting.
Explain and perform Preflight/File repair steps.
Follow instructions to produce, modify or output files according to supplied criteria.

13. **Explain various backup methods.**

Learning Objectives
Use backup method to create backup/duplicate storage piece.
Use file compression method for file transfer or storage.
Explain various methods of file compression for backup purposes.
Use backup method to restore files to a server location.

14. **Articulate business skills necessary for a graphics project.**

Learning Objectives
Differentiate among a time-based, fixed fee and value-based pricing of a graphics project.
Create a written quote for a graphics project.
Produce an invoice for a graphics project.